



NATIONAL  
GEOGRAPHIC

TRAVELLER

# FOOD FESTIVAL

16-17 JULY 2022

LONDON

BUSINESS DESIGN CENTRE, LONDON

# | THE EVENT



The National Geographic Traveller Food Festival offers a unique range of dining, drinking and learning experiences from all over the world. Following on from the success of the inaugural event in 2019, the festival will return to London in July 2023, and will once again offer visitors a chance to taste the world.

At the heart of the event, our main room will feature stands offering food from every corner of the globe, while in our two masterclass theatres, visitors will learn how to make some of the world's most exciting dishes from scratch. Elsewhere, our main stage will feature some of the biggest names in food, while in Speakers' Corner, we'll be talking one-on-one to some of the culinary world's most in-demand authors.

The 2023 National Geographic Traveller Food Festival will take place at the Business Design Centre, London. It's a two-day event, held over the weekend of 15-16 July.



# | FAST FACTS



## | IN NUMBERS

**5,700+**  
**ATTENDEES**

**78**  
**EXHIBITORS**

**82**  
**PERFORMANCES**

## | SOCIAL MEDIA



**85.1 K**  
ACCOUNTS  
REACHED

**2,808,096**  
IMPRESSIONS



**55.2 K**  
ACCOUNTS  
REACHED

**62,813**  
IMPRESSIONS



# I THE FESTIVAL FLOOR



The main exhibition room will provide space for brands to create their own culinary experiences for our visitors, covering everything from food and drink sampling to cooking tutorials. The event is suited to destinations and businesses with premium products who understand the value of building long-term relationships with customers. The exhibition floor will feature specialists in:

- Tourism and travel
- Tourist boards
- Tour operators
- Drinks
- Fresh produce
- Appliances
- Ancillary products
- Cookware





## MASTERCLASS THEATRES

In 2022, we worked with our sponsor tourist boards, food and drink companies and restaurants to create a curated programme of culinary masterclasses. The results of this co-operation could be seen at the Cinnamon and Saffron Theatres, our two hugely popular masterclass theatres.

The theatres hosted chefs from around the world, who showed packed audiences how to make speciality dishes from scratch – everything from Chicken Souvlaki and Bajan fishcakes to Banana Fosters and triple chocolate cookies.

For the 2023 festival, we're offering our sponsors the same chance to help us curate another great programme of culinary masterclasses. There are also sponsorship opportunities for both theatres.





## MAIN STAGE

On our Main Stage, expect a lineup of top-name chefs and food personalities, representing the best of the UK's culinary scene, who'll join members of the *National Geographic Traveller Food* team for live demonstrations and one-on-one interviews. At 2022's event, the lineup included Gennaro Contaldo, Richard Corrigan, Andi Oliver, Aldo Zilli, Jay Rayner, Fuschia Dunlop and Grace Dent.

## SPEAKERS' CORNER

In contrast to the Main Stage, Speakers' Corner is a more intimate lounge venue, where visitors can hear some of the most celebrated food and drink writers discuss their latest work. At our previous event, presenter Katrina Ridley quizzed cookbook authors and food writers such as Ixta Belfrage, Romy Gill, Craig McAnuff and Felicity Cloake about their culinary passions and the books that made their names.



# | WHAT'S ON AT THE FESTIVAL



## INSTAGRAM

With more than 1 billion active Instagram users sharing more than 100 million photos and videos every day, there's no doubt that there's a huge appetite for beautifully photographed food on the social media platform. Visitors will be able to take part in workshops with a top food photographer, who'll share tips and tricks for making what they're about to eat look incredible online.

## PHOTOGRAPHY EXHIBITION

There are opportunities available for sponsorship of a photography exhibition at the National Geographic Traveller Food Festival. Options open for discussion are an exhibition of food images from a specific destination; travel photography from a specific destination or destinations; or food and travel imagery curated around a theme which works for both our brand and yours.



# | WHAT'S ON AT THE FESTIVAL



## EXPERIENCES

The Experience spaces offer the chance to take part in interactive workshops. Whether learning about specialist food preparation or picking up on new food trends to try at home, visitors can book sessions with experts in the field and come away inspired and ready to experiment with cuisines from around the world.





# | WHAT'S ON AT THE FESTIVAL



## MARKETPLACE

After a day of being inspired and excited by the biggest names in food and travel, visitors will be able to purchase artisanal food and the very best specialist equipment to take home. With a focus on high-quality, top-end brands and products, this will be a spot for those at the show to turn inspiration into action. We're keen to showcase the best of British as well as working with brands, associations and producers from around the globe.





# I 2023 SPONSORSHIP PACKAGE

## AVAILABLE FOR DESTINATION SPONSOR, DRINK SPONSOR, WINE SPONSOR, APPLIANCE SPONSOR ETC

- For all marketing before and during the event, each client will be badged as a specific type of 'Sponsor' – see below
- 40sq metre stand space at the event
- Right to host one of the masterclass theatre workshops for up to 60 people (can be a cooking demo, or food and drink tasting, etc)\*
- Full-page advertisement in *National Geographic Traveller Food*
- Branding at the venue will extend to signage, floorplan, screens, etc
- Right to use the NGT Food Festival logo and sponsorship on own publicity\*
- 100 word profile, with hyperlinks, videos, images and product descriptions on [foodfestival.natgeotraveller.co.uk](http://foodfestival.natgeotraveller.co.uk)

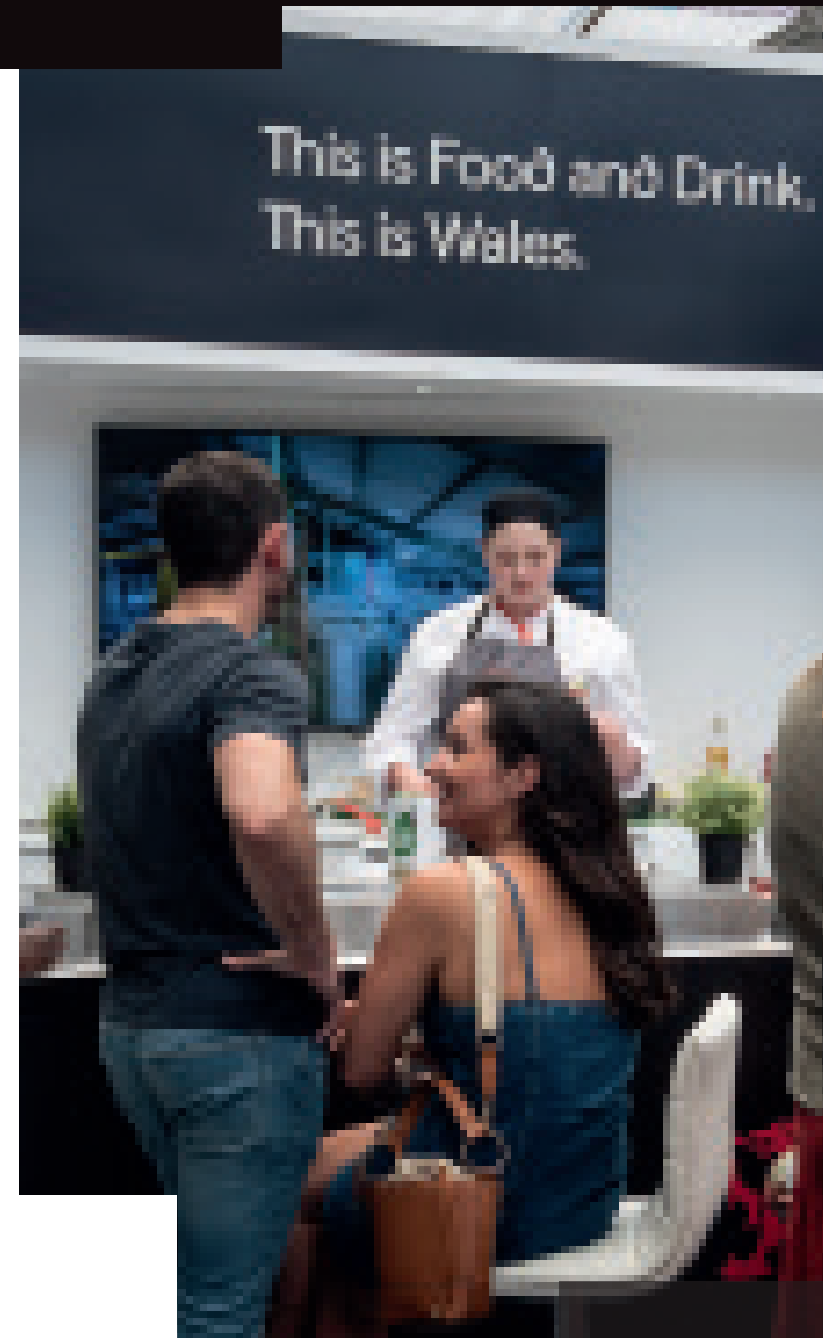
2023 sponsors will have their logo included in all campaign materials, including direct mail postcards, show guide given to all attendees

and gym digital advertising, and on the Food Festival website with links to exhibitor page with profile; with mention of their sponsorship type (for example, Destination Sponsor, Wine Sponsor, etc).

Examples of marketing before the 2022 event included:

- Print, online and newsletter marketing through *National Geographic Traveller*, *National Geographic Traveller Food* and [nationalgeographic.co.uk](http://nationalgeographic.co.uk) during the run-up to the event
- Print and digital coverage included *The Guardian*, *The Telegraph*, *Evening Standard*, *Metro*, *Time Out*
- Escalator panel posters at selected mainline rail stations and central London Tube stations
- Hand-to-hand leafleting at central London stations during peak evening commuting time

\*subject to editorial approval





## I TESTIMONIALS

"The Food Festival was organised to perfection. We were extremely impressed with how excited visitors were to come and explore Greek destinations and the local gastronomy. The show was a great success for us and we're keen to come back even bigger next year!"

**Panos Papadopoulos, Greek National Tourism Organization**

"Just wanted to record how impressed we were with the first National Geographic Traveller Food Festival. Throughout the two days, we were busier than we could possibly have imagined and the quality of the visitors was excellent. We wouldn't hesitate to exhibit again, our only change for next year would be a larger stand!"

**Chris Lee, Tourism Authority of Thailand**

"A huge thank you to *National Geographic Traveller* for putting on a fantastic festival. We were super pleased with the number of visitors that turned up and very impressed with the level of professionalism and organisation of the team. The show for us was a great success and we're definitely keen to participate next year."

**Sarah-Lynne Rand, The Brighter Group, on behalf of Discover Dominica Authority**



# I TESTIMONIALS



"The show was amazing for promoting Welsh food and drink. The quality of the consumers made the event, and their knowledge and questions were very impressive. We know people will visit Wales after the festival and we rate this as the best show this year."

**Andrew Martin, Food and Drink Wales**

"Thank you to *National Geographic Traveller* for an amazing opportunity – we were very satisfied with the whole event. We found the visitors to be highly experienced travellers who know exactly what they want: to travel to undiscovered places and taste good, local cuisine – a perfect match for our main target group."

**Katerina Setunská, Czech Tourist Authority**

"An impromptu, outdoor book signing @ *natgeotravelukfestival*. In the glorious sunshine. Thank you to everyone who came to hear my talk and waited patiently for their books to be signed. I'm so grateful. Bon weekend!"

**Raymond Blanc**





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# TRAVELLER

## CONTACTS

### SALES

Matthew Midworth  
matt.midworth@natgeotraveller.co.uk  
+44 (0)20 7553 7388

### OPERATIONS

Sabera Sattar  
sabera.sattar@aplmedia.co.uk  
+44 (0)20 3746 2321

**National Geographic Traveller (UK)**  
[nationalgeographic.co.uk/travel](http://nationalgeographic.co.uk/travel)

Published by APL Media Limited, Unit 310,  
Highgate Studios, 53-79 Highgate Road, London NW5 1TL  
+44 (0)20 7253 9909 [sales@natgeotraveller.co.uk](mailto:sales@natgeotraveller.co.uk)

Registered Office: 30 City Road, London EC1Y 2AB  
Registered Number: 339 3234 VAT 701391176 [aplmedia.co.uk](http://aplmedia.co.uk)